

CLAIMS

1. A computer-implemented method for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

receiving identification information from said consumer;

determining a category purchase history of said consumer using said received identification information;

selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said category purchase history of said consumer; and

pairing said first low relevance promotion with said second promotion.

2. The computer-implemented method according to claim 1, wherein said category purchase history comprises a frequency of purchases in a product category.

3. The computer-implemented method according to claim 1, wherein said category purchase history comprises a number of purchases in a product category.

4. A computer-implemented method for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

receiving identification information from said consumer;

determining a promotion usage denominator of said consumer using said received identification information;

selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said promotion usage denominator of said consumer; and

pairing said first low relevance promotion with said second promotion.

5. The computer-implemented method according to claim 4, wherein said promotion usage denominator relates to a value of promotions exercised by said consumer.

6. The computer-implemented method according to claim 4, wherein said promotion

usage denominator relates to a location where promotions are exercised by said consumer.

7. A computer-implemented method for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

- 5 receiving identification information from said consumer;
determining a demographic characteristic of said consumer using said received identification information;
selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said demographic characteristic of
10 said consumer; and
pairing said first low relevance promotion with said second promotion.

8. The computer-implemented method according to claim 7, wherein said demographic characteristic of said consumer comprises a pet ownership by said consumer.

9. The computer-implemented method according to claim 7, wherein said demographic characteristic of said consumer comprises parenthood.

10. The computer-implemented method according to any one of claims 1, 4, or 7, further comprising providing said paired first low relevance promotion and second promotion to said consumer.

11. The computer-implemented method according to any one of claims 1, 4, or 7, wherein said pairing step comprises printing said first low relevance promotion and said
25 second promotion on a sheet of paper.

12. The computer-implemented method according to any one of claims 1, 4, or 7, wherein said first low relevance promotion and said second promotion are in a packaged goods industry.

13. The computer-implemented method according to any one of claims 1, 4, or 7,

wherein said first low relevance promotion and said second promotion are for goods from a same promoter.

14. The computer-implemented method according to any one of claims 1, 4, or 7,
5 wherein said first low relevance promotion and said second promotion are for goods from different promoters.

15. The computer-implemented method according to any one of claims 1, 4, or 7,
wherein said first low relevance promotion is for a new product.

10 16. The computer-implemented method according to any one of claims 1, 4, or 7,
wherein said new product is new to a store.

17. The computer-implemented method according to any one of claims 1, 4, or 7,
15 wherein said new product is new to said consumer.

18. The computer-implemented method according to any one of claims 1, 4, or 7,
wherein said new product is newly developed.

19. The computer-implemented method according to any one of claims 1, 4, or 7,
20 further comprising:

selecting a third promotion determined to be more relevant to said consumer
identified by said identification information; and

25 pairing said third promotion with said first low relevance promotion and said second
promotion.

20. A system for increasing the likelihood that a first low relevance promotion will
be exercised by a consumer, comprising:

means for receiving identification information from said consumer;

30 means for determining a category purchase history of said consumer using said
identification information received from said means for receiving;

means for selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said category purchase history of said consumer; and

means for pairing said first low relevance promotion with said second promotion.

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21. A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

an identification input device configured to receive identification information from said consumer;

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a category purchase history database including a category purchase history of said consumer, said category purchase history queried by said received identification information;

a potential second promotion database including a plurality of potential second promotions; and

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a processor configured to select a second promotion having a high relevance to said consumer from said plurality of potential second promotions based on said category purchase history and to pair said second promotion with said first low relevance promotion.

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22. A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

means for receiving identification information from said consumer;

means for determining a promotion usage denominator of said consumer using said identification information received by said means for receiving;

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means for selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said promotion usage denominator of said consumer; and

means for pairing said first low relevance promotion with said second promotion.

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23. A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

an identification input device configured to receive identification information from said consumer;

a promotion usage database including a promotion usage denominator of said consumer, said promotion usage denominator queried by said received identification information;

a potential second promotion database including a plurality of potential second promotions; and

a processor configured to select a second promotion having a high relevance to said consumer from said plurality of potential second promotions based on said promotion usage denominator and to pair said second promotion with said first low relevance promotion.

24. A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

means for receiving identification information from said consumer;

means for determining a demographic characteristic of said consumer using said identification information received by said means for receiving;

means for selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said demographic characteristic of said consumer; and

means for pairing said first low relevance promotion with said second promotion.

25. A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:

an identification input device configured to receive identification information from said consumer;

a demographic database including a demographic characteristic of said consumer, said demographic characteristic queried by said received identification information;

a potential second promotion database including a plurality of potential second promotions; and

a processor configured to select a second promotion having a high relevance to said consumer from said plurality of potential second promotions based on said demographic characteristic and to pair said second promotion with said first low relevance promotion.

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26. A computer-implemented method for increasing the likelihood that a first low relevance promotion will be exercised, comprising:

receiving promotion information regarding said first low relevance promotion and a second promotion;

5 pairing said first low relevance promotion with said second promotion;

identifying a consumer likely to exercise said second promotion;

providing said consumer with said paired first low relevance promotion and second promotion.

10 27. A computer readable medium containing program instructions for execution on a computer system, which when executed by the computer system, cause the computer system to perform the method recited in any one of claims 1 to 9 and 26.